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PTO/SB/21 (09-06)

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# TRANSMITTAL FORM

*(to be used for all correspondence after initial filing)*

|  |   |                        |                    |
|--|---|------------------------|--------------------|
|  |   | Application Number     | 10/618,154         |
|  |   | Filing Date            | July 11, 2003      |
|  |   | First Named Inventor   | M. Scott Reichardt |
|  |   | Art Unit               | 2623               |
|  |   | Examiner Name          | Hoang Nguyen       |
| Total Number of Pages in This Submission | 5 | Attorney Docket Number | UV-174 Cont. 2     |

## ENCLOSURES (Check all that apply)

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|---|---|---|
| <input type="checkbox"/> Fee Transmittal Form   | <input type="checkbox"/> Drawing(s)   | <input type="checkbox"/> After Allowance Communication to TC                            |
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| <input type="checkbox"/> Amendment/Reply  | <input type="checkbox"/> Petition   | <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) |
| <input type="checkbox"/> After Final  | <input type="checkbox"/> Petition to Convert to a Provisional Application               | <input type="checkbox"/> Proprietary Information  |
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| <input checked="" type="checkbox"/> Information Disclosure Statement  | <input type="checkbox"/> CD, Number of CD(s) _____                                      |   |
| <input type="checkbox"/> Certified Copy of Priority Document(s)   | <input type="checkbox"/> Landscape Table on CD  |   |
| <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application   |   |   |
| <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53   |   |   |
| <b>Remarks</b><br>The Director is hereby authorized to charge payment of any additional filing fees or surcharges required under 37 C.F.R. § 1.16 and § 1.17, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075, (Order No. (003597-0174). A duplicate copy of this transmittal letter is transmitted herewith. |   |   |

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

|              |                   |          |        |
|--------------|-------------------|----------|--------|
| Firm Name    | ROPES & GRAY LLP  |          |        |
| Signature    |                   |          |        |
| Printed name | Brian E. Mack     |          |        |
| Date         | September 7, 2007 | Reg. No. | 57,189 |

## CERTIFICATE OF EXPRESS MAILING – Express Mail No. EM015924744US

I hereby certify that this correspondence is being deposited with the United States Postal Service "EXPRESS MAIL POST OFFICE TO ADDRESSEE" under 37 C.F.R. 1.10 on the date indicated above and is addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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ROSE MARIE DHANRAJ

Date September 7, 2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PATENTS  
Attorney Docket No. UV-174 Cont. 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : M. Scott Reichardt et al.

Application No. : 10/618,154

Filed : July 11, 2003

For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT  
AND MERCHANDISING OPPORTUNITIES

Group Art Unit : 2623

Confirmation No. : 4144

Examiner : Hoang Nguyen

New York, N.Y. 10036  
September 7, 2007

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97, applicants hereby make the following references of record in the above-identified patent application:

U.S. Patent Documents

|           |            |                    |
|-----------|------------|--------------------|
| 7,159,232 | 01-02-2007 | Blackketter et al. |
| 7,010,801 | 03-07-2006 | Jerding et al.     |
| 7,143,428 | 11-28-2006 | Bruck et al.       |
| 6,754,905 | 06-22-2004 | Gordon et al.      |

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|           |            |                   |
|-----------|------------|-------------------|
| 6,698,020 | 02-24-2004 | Zigmond et al.    |
| 6,505,348 | 01-07-2003 | Knowles et al.    |
| 6,526,577 | 02-25-2003 | Knudson et al.    |
| 6,584,153 | 06-24-2003 | Gordon et al.     |
| 6,481,012 | 11-12-2002 | Gordon et al.     |
| 6,177,931 | 01-23-2001 | Alexander et al.  |
| 6,006,257 | 12-21-1999 | Slezak, Robert J. |

The aforementioned references are listed on the accompanying Form PTO/SB/08A (submitted in duplicate).

Pursuant to 37 C.F.R. § 1.98(a) (2) (ii), copies of the above "U.S. Patent Documents" are not provided.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

It is respectfully requested that these documents be (1) fully considered by the United States Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08A, as considered and initialed by the Examiner, be returned with the next communication.

/HAN/

Consideration of the foregoing in relation to this  
patent application is respectfully requested.

Respectfully submitted,



Brian E. Mack

Registration No. 57,189

Agent for Applicants

ROPES & GRAY LLP

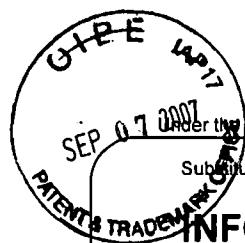
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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

**Complete if Known**

|                      |                    |
|----------------------|--------------------|
| Application Number   | 10/618,154         |
| Filing Date          | July 11, 2003      |
| First Named Inventor | M. Scott Reichardt |
| Art Unit             | 2623               |
| Examiner Name        | Hoang Nguyen       |

Sheet

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of

1

Attorney Docket Number UV-174 Cont. 2

**U. S. PATENT DOCUMENTS**

| Examiner Initials* | Cite No. <sup>1</sup> | Document Number                          | Publication Date<br>MM-DD-YYYY | Name of Patentee or<br>Applicant of Cited Document | Pages, Columns, Lines, Where<br>Relevant Passages or Relevant<br>Figures Appear |
|--------------------|-----------------------|--|--------------------------------|--|---|
|                    |                       | Number-Kind Code <sup>2</sup> (If known) |                                |  |   |
|                    |                       | 7,159,232                                | 01-02-2007                     | Blackketter et al.                                 |   |
|                    |                       | 7,010,801                                | 03-07-2006                     | Jerding et al.                                     |   |
|                    |                       | 7,143,428                                | 11-28-2006                     | Bruck et al.                                       |   |
|                    |                       | 6,754,905                                | 06-22-2004                     | Gordon et al.                                      |   |
|                    |                       | 6,698,020                                | 02-24-2004                     | Zigmond et al.                                     |   |
|                    |                       | 6,505,348                                | 01-07-2003                     | Knowles et al.                                     |   |
|                    |                       | 6,526,577                                | 02-25-2003                     | Knudson et al.                                     |   |
|                    |                       | 6,584,153                                | 06-24-2003                     | Gordon et al.                                      |   |
|                    |                       | 6,481,012                                | 11-12-2002                     | Gordon et al.                                      |   |
|                    |                       | 6,177,931                                | 01-23-2001                     | Alexander et al.                                   |   |
|                    |                       | 6,006,257                                | 12-21-1999                     | Slezak, Robert J.                                  |   |

Examiner Signature

/Hoang Vu Nguyen Ba/

Date Considered

03/05/2008

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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